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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Anthony V. Pugliese III
Patent Application Serial Nos. See attached Schedule "A."
Filing Dates: See attached Schedule "A."
Title: See attached Schedule "A."

REVOCATION OF POWER OF ATTORNEY.
NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The undersigned assignee and owner of the above-referenced patent applications hereby revokes all Powers of Attorney previously granted and hereby appoints **Manuel R. Valcarcel, attorney at law, of the firm of GREENBERG TRAUIG, P.A., with an address at 1221 Brickell Avenue, Miami, Florida 33131**, to transact all business in the United States Patent and Trademark Office in connection therewith. **Please change the correspondence address in the above-referenced patent to: Manuel Valcarcel, Esq., Greenberg Traurig, P.A., 1221 Brickell Avenue, Miami, Florida 33131.** Please direct all future correspondence to this new address.

Date: October 16, 2007

Owner:

Name: Anthony V. Pugliese, III

cc: Manuel R. Valcarcel, Esq.
Greenberg Traurig, P.A.
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SCHEDULE "A."

1)

Application No. 09/994,805 /

Title: System and Method for Displaying and Selling Goods and Services in a
Retail Environment Employing Electronic Shopper Aids

Filing Date: 11/28/2001

MIA 179759456v2